



Bulgaria-Serbia IPA Cross-Border Programme
CCI Number 2007CB16IPO006

Project number: 2007CB16IPO006-2011-2-96
Project name: THE BEEKEEPING AS AN ALTERNATIVE TO THE UNEMPLOYMENT AND A STEADY BASE FOR A SUSTAINABLE DEVELOPMENT IN THE BULGARIAN-SERBIAN CROSS-BORDER REGION

Project partners:
▪ **Lead partner:** Regional Branch Beekeeping Union Montana, Bulgaria
▪ **Project partner 2:** "Contemporary Society" Foundation, Bulgaria
▪ **Project partner 3:** Beekeepers Association „Kovanluk“, Serbia

Budget: 173 766,27 €
Project duration: 12 months

Project description:

The project envisioned and achieved the following results:

- Conducting an analysis about the honey flora in the cross-border regions Sofia, Montana, Nisava and Pirot Districts. The areas with opportunities of producing of high quality beekeeping products were found and depicted on a map;
- Analysis on the potential of development of organic beekeeping in the cross-border area. The current level of organic beekeeping in the region was analysed, and there was performed SWAT analysis for development of this economic activity by the local population;
- Marketing research of honey and bee products in the cross-border region was performed. Developed Marketing strategy aimed to jointly promote the beekeeping products from the cross-border region Bulgaria-Serbia;
- Existing building in village Crvena Reka was reconstructed for "Beekeeper Centre" which will support the cross-border beekeeping. The centre will serve for sustainable development of the beekeeping in the region as a place for coordination and exchanging practice;
- Organization of workshops for exchange of experience and knowledge in Bulgaria and Serbia. The beekeepers shared experience and different approaches and practices for dealing of different problems in the field of beekeeping;
- Organization of a 3-day closing seminar – "The Beekeeping: Hobby and Business". More than 100 beekeepers took part in the seminar, including representatives of regional municipalities, members of the Bulgarian and European parliament, SME's, and NGO's;
- Project results dissemination and awareness campaign. Website of the project was created and all the project studies were translated and uploaded; www.bgrsbee.eu

The project was successfully completed in December 2014.



Beekeeping workshops and exchange visits were an essential part of the project



The Programme is co-funded by the
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